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Acting United States Register of Copyrights and Director

By: 
Jarletta Walls
Supervisory Copyright Specialist
Records Research and Certification Section
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This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Maria A. Pallante

United States Register of Copyrights and Director

Registration Number

VA 1-982-408

Effective Date of Registration:

July 29, 2015

Title

Title of Work: Care Bears 2015 Core Style Guide

Completion/Publication

Year of Completion: 2015

Date of 1st Publication: July 27, 2015

Nation of 1st Publication: United States

Author

• **Author:** Those Characters From Cleveland, Inc.
Author Created: 2-D artwork
Work made for hire: Yes
Domiciled in: United States

Copyright Claimant

Copyright Claimant: Those Characters From Cleveland, Inc.
One American Road, Cleveland, OH, 44144

Rights and Permissions

Organization Name: Those Characters From Cleveland, Inc.
Name: Patricia A. Motta
Email: patty.motta@amgreetings.com
Telephone: (216)252-7300
Address: Legal Department
One American Road
Cleveland, OH 44144

Certification

Name: Patricia A. Motta
Date: July 28, 2015
Applicant's Tracking Number: CB 2015 Core Style Guide

Care Bears™

Core Style Guide





Fonts & Copy

The fonts below can be used effectively in title, headline and short copy situations.

Shag Lounge

(available at www.houseind.com)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans UltraBold

(available at www.fonts.com)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ

Care Bear Bold

(American Greetings Proprietary Font)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Care Bear Book and Care Bear Bold fonts are exclusive to American Greetings and its licensees. They have been designed solely for use on the Care Bears program and cannot be used on any other non-Care Bears products or materials.

Helvetica (for legal copy)

(available at www.adobe.com)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*If Helvetica is not available then use a sans-serif font that is very similar in shape, thickness and letter forms.

*Please note that editorial copy is made available for reference and inspiration only. Any use of these editorial materials is at licensee's sole risk and discretion. In some cases, depending on the product and/or other use, it may be prudent to perform trademark clearance. Approval of product via the approval process shall not be deemed a waiver of the obligation for the licensee. If there is a trademark concern, please contact us prior to use.

Copy, when applied to individual products, can promote sales and add a positive point of difference to your product. American Greetings reserves the right to approve all copy on advertising, point of purchase and product. We would be happy to work with you on the specific needs of your product.

- Share Your Care!
- Caring comes in all sizes!
- Born to Care!
- Grin and Share It
- Handle With Care
- Free Hugs
- Bear Hug
- Cuddle Time
- 100% Huggable
- Hugs Rule!
- Need a hug?
- Cute and cuddly
- Nobody Cares Like a Care Bear
- Caring Counts
- Sharing Is Caring

Copy Guidelines

Good product creation involves coordinating copy, art, character and product. Product copy used on an item should coordinate with the character shown in the design and the product's purpose. For example, a nightgown depicting Bedtime Bear asleep might run with the copy, "Sleeping Cutie." The copy "Let the fun shine in!" better coordinates with a T-shirt depicting Funshine Bear rather than with one that shows Wish Bear.

Me-to-you copy ("I Love You," "You're My Favorite Friend") should be avoided for most product applications. This copy is not very "wearable" and is generally used with gift items meant to be purchased by one person for another as opposed to an item that may be a self-purchase product. If your particular product has a strong sales success history with such copy, be sure to inform us of this when you submit your item for approval.

Product copy should be set in a color rather than in black. When in doubt, and background colors allow, use Pantone Process Cyan C or CMYK 100C.

Care Bears



General Guidelines

- All Care Bears product, packaging and promotional materials must have legal.
- Avoid using the Care Bears logo as the primary design element without a bear.
- Color is very important to the Care Bears program. When possible use colors found in any of the art that is supplied in this guide.
- The Care Bears red signature heart is located only on each Bear's RIGHT hip. (This heart must be added or removed as needed when an image is flopped.)
- As a general rule, if the tail cannot be seen then the hip heart would not be in view and should not be added.
- When flopping Care Bears character artwork, care must be taken so that all the character's graphic elements end up in their correct orientation.
- Most character belly badges are only properly oriented in one particular direction. Be sure to orient them correctly after flopping a character image.
- Care Bears belly badges must be used in combination with either character art or the Care Bears logo. The strength of the Care Bears program is not the badges alone but the combination with the bears and brand identity.
- All Care Bears product, packaging and promotional materials are subject to approval by American Greetings.

Care Bears

Do & Don't

Original Art



Every bear must have a heart on their right hip.

Don't



When flopping bear artwork, the belly badge must be flopped back and the heart removed on the left hip.

Do



Belly badge has been flopped to the correct orientation and the hip heart has been removed.

Original Art



Avoid covering belly badges or bears' faces with other art, logos or lettering.

Don't

Do



Bears' belly badges and faces are not obstructed in any way.

Care Bears



Don't



With the exception of the swinging star image, never change the scale of star buddies. Always reference the size comparison chart when scaling art individually.



Never change the color of the letters in the logo and never add a drop shadow.



Avoid cropping more than half of the tummy graphic.



Never rotate the logo and never cover the logo with any other art or lettering.



***NEVER, EVER** mix New Care Bears artwork with any previous art.

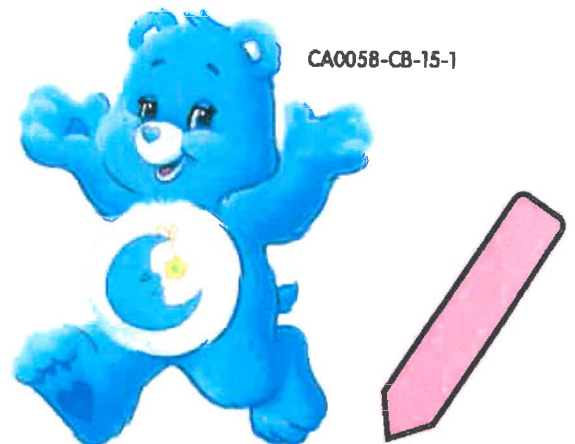


Avoid floating bears in landscape designs with clouds. When possible, have bears planted on clouds.





Poses





Graphic Patches



GP0064-CB-15-1



GP0065-CB-15-1

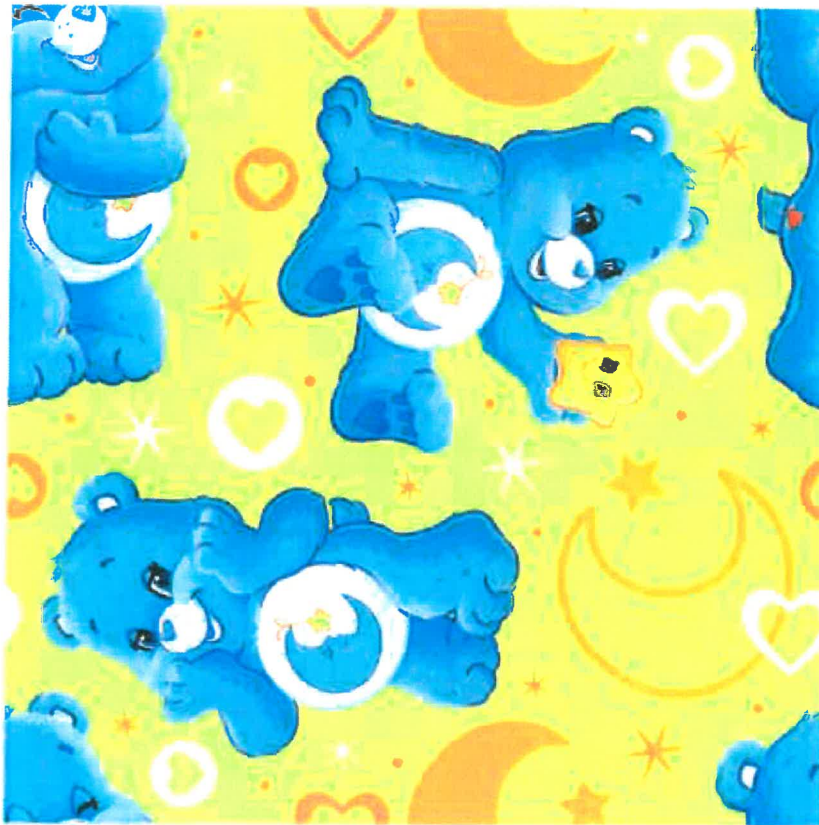


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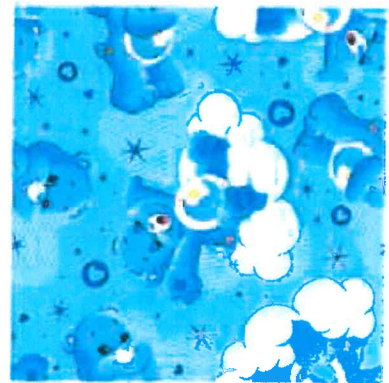
Patterns



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PT0074-CB-15-1



PT0075-CB-15-1

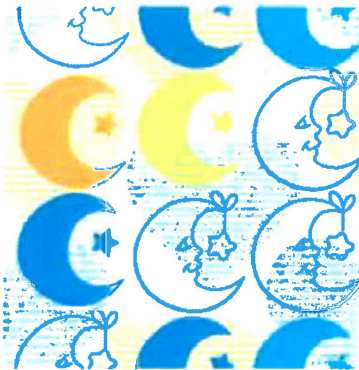




Patterns



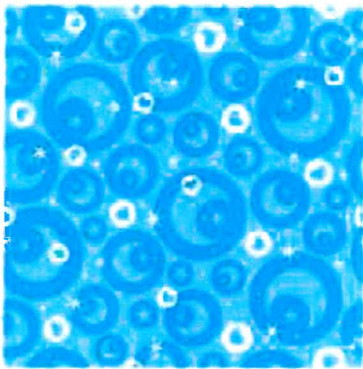
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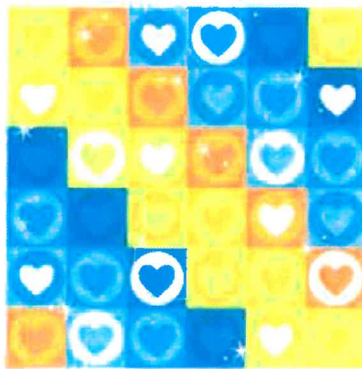
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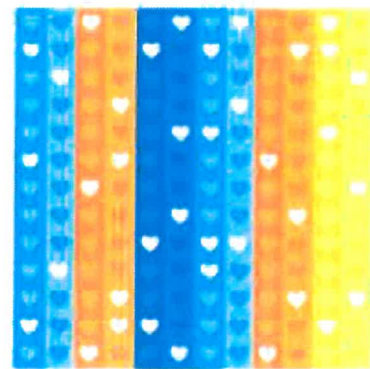
PT0081-CB-15-1



PT0082-CB-15-1



PT0083-CB-15-1



PT0084-CB-15-1





Best Friend Bear™

Best Friend Bear knows how to care for best friends and keep them caring for each other. Even her belly badge shows the special caring bond between two close friends—a happy heart and smiley star, connected by a rainbow!

Copy Suggestions

My BFF is sweet!

True Friends!

#bff

You're in my favorites!

My BFF makes me LOL!

Forever Friends.

Happiness is....my BFF!

Besties!

I (heart) my bestie

Color Palette

Hip Heart:  PMS 186

Body:  PMS 2572
Fill Color

 PMS 2612
Outline Color

Mouth:  PMS 184
Tongue

 Black

*This profile page shows the PMS color version of this bear for limited color printed product. Identical poses exist in cmyk for full color printing. If you are creating dimension of product please refer to the 3-D Guidelines for color and construction.

Care Bears

Poses



CA0089B-CB-15-1



CA0091A-CB-15-1



CA0090-CB-15-1



CA0091B-CB-15-1

Care Bears



Graphic Patches



GP0097-CB-15-1



GP0098-CB-15-1



Patterns



PT0103-CB-15-1



PT0104-CB-15-1



PT0105-CB-15-1

Care Bears



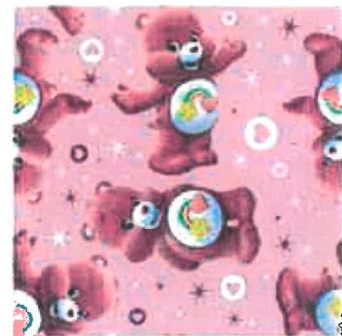
CGI Patches & Patterns



GP0095-CB-15-1-CGI



GP0097-CB-15-1-CGI



PT0100-CB-15-1-CGI



Care Bears



Poses



CA0112-CB-15-1



CA0113-CB-15-1



CA0115-CB-15-1



CA0114-CB-15-1



CA0116A-CB-15-1



Graphic Patches



GP0121-CB-15-1



GP0123-CB-15-1



GP0122-CB-15-1



Patterns



PT0128-CB-15-1



PT0129-CB-15-1



PT0130-CB-15-1

Care Bears



Patterns



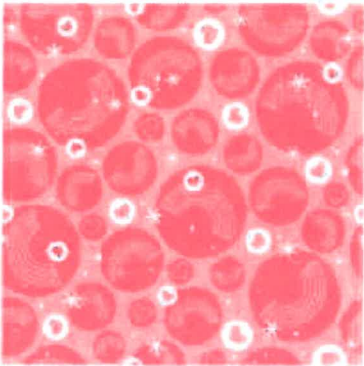
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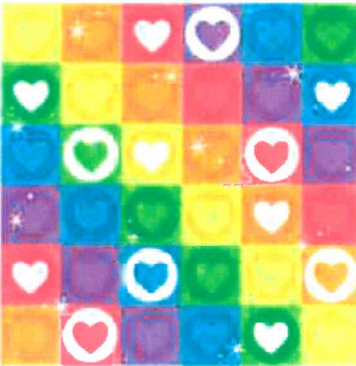
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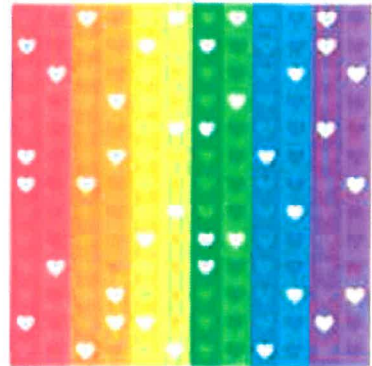
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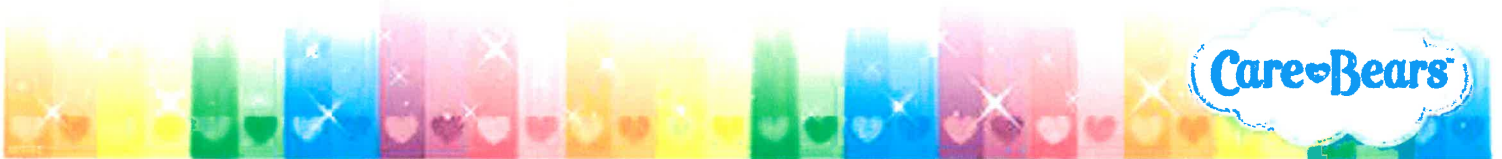
PT0137-CB-15-1



PT0138-CB-15-1



PT0139-CB-15-1





Friend Bear™

Color Palette

Hip Heart:  PMS 186

Body:  PMS 137
Fill Color

 PMS 165
Outline Color

Mouth:  PMS 184
Tongue

 Black

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Care Bears

Poses



CA0375B-CB-15-1



CA0376-CB-15-1



CA0377A-CB-15-1



CA0377B-CB-15-1

Care Bears

Poses



Care Bears







Funshine Bear™

Playful Funshine Bear works hard to make sure that everyone is having a good time. His sense of humor makes him the life of any party and he really knows how to have fun. Funshine Bear's belly badge reflects his sunny disposition—a bright yellow sun with an ever-present smile.

Copy Suggestions

Get your shine on!
Let your light shine!
Good day, sunshine!
Fun is #1
#shineon
Fun in the Sun!
Thrill Seeker!
Catch some fun.
The fun starts here.
Sky High Adventure!

Color Palette

Hip Heart:  PMS 186
Body:  PMS 122
Fill Color
 PMS 145
Outline Color
Mouth:  PMS 184
Tongue
 Black

*This profile page shows the PMS color version of this bear for limited color printed product. Identical poses exist in cmyk for full color printing. If you are creating dimensional product please refer to the 3-D Guidelines for color and construction.

Care Bears



Poses



CA0144B-CB-15-1



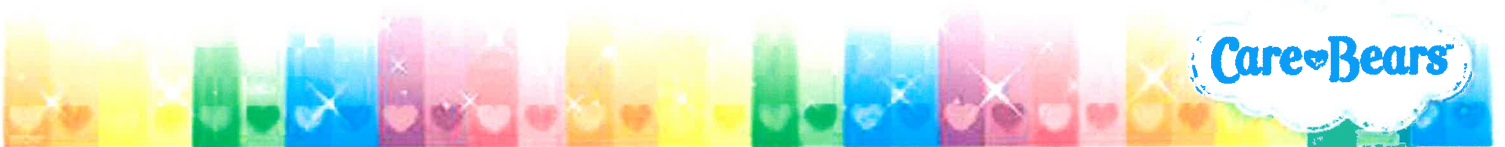
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CA0145-CB-15-1



CA0146B-CB-15-1





Graphic Patches





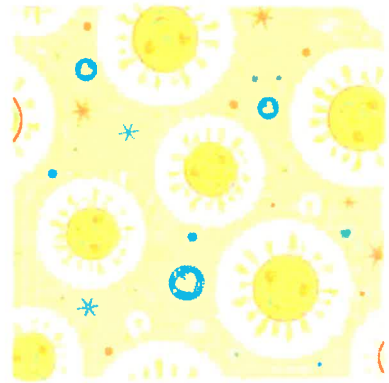
Patterns



PT0158-CB-15-1



PT0159-CB-15-1



PT0160-CB-15-1



CGI Patches & Patterns



GP0149-CB-15-1-CGI



GP0150-CB-15-1-CGI



GP0151-CB-15-1-CGI



GP0152-CB-15-1-CGI



GP0153-CB-15-1-CGI



GP0154-CB-15-1-CGI



PT0155-CB-15-1-CGI

Care Bears

Poses



Care Bears

Graphic Patches



GP0175-CB-15-1



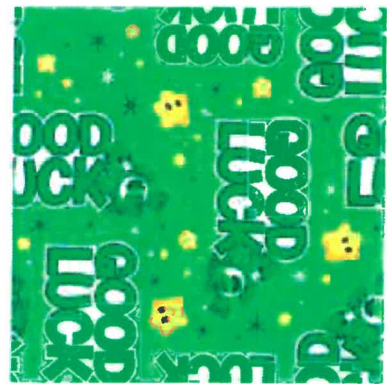
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Care Bears

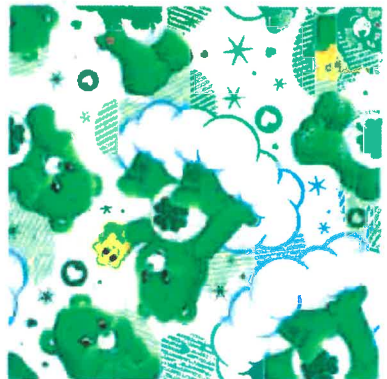
Patterns



PT0082-CB-15-1



PT0083-CB-15-1



PT0084-CB-15-1

Care Bears



Patterns



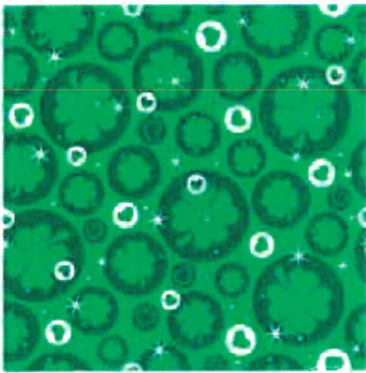
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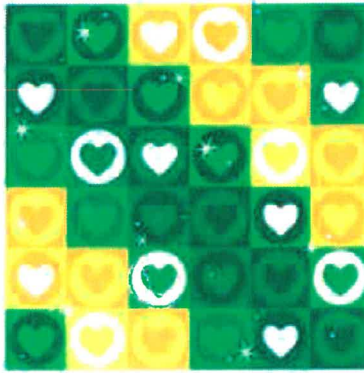
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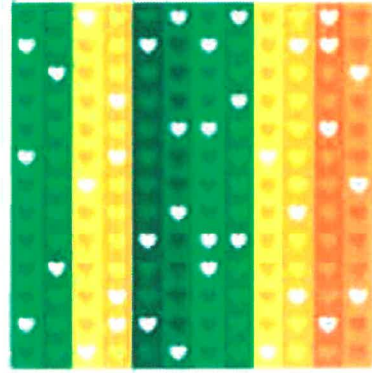
PT0190-CB-15-1



PT0191-CB-15-1



PT0192-CB-15-1



PT0193-CB-15-1





Harmony Bear™

She sings, she acts, and she plays every instrument you can imagine! Harmony Bear is a natural leader who is all about encouraging folks to do their best, especially through music. That's why her belly badge is a single flower with different colored petals!

Copy Suggestions

Fab-U-Lous
Stand out and SHINE!
Be~YOU~tiful
Perfect Harmony
I'm so fancy
#fancy
Super (Star)
Rockin' Out!
Spotlight

Color Palette

Hip Heart:  PMS 186
Body:  PMS 2725
Fill Color
 PMS 2745
Outline Color
Mouth:  PMS 184
Tongue
 Black

*This profile page shows the PMS color version of this bear for limited color printed product. Identical poses exist in CMYK for full color printing. If you are creating dimensional product please refer to the 3-D Guidelines for color and construction.

Care Bears



Poses



CA0224B-CB-15-1



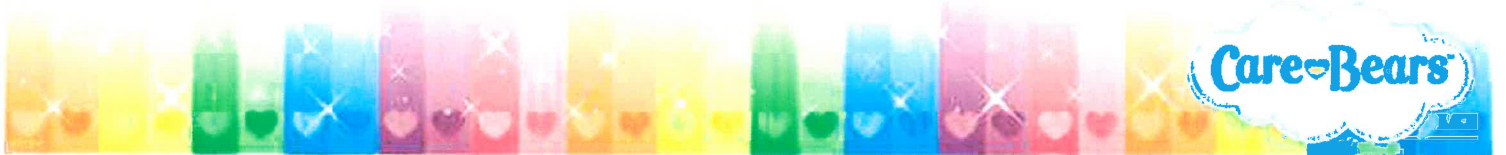
CA0226A-CB-15-1



CA0225-CB-15-1



CA0226B-CB-15-1



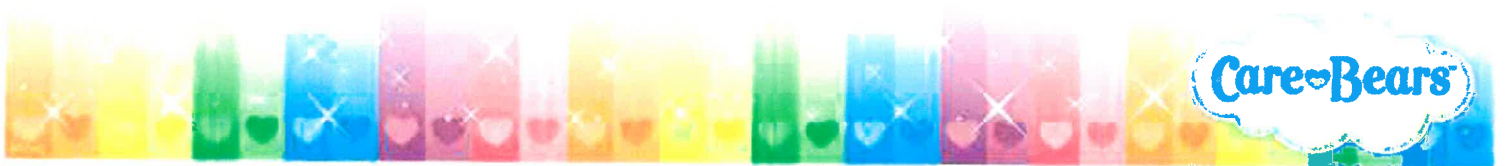
Graphic Patches



GP0231-CB-15-1



GP0232-CB-15-1





Patterns



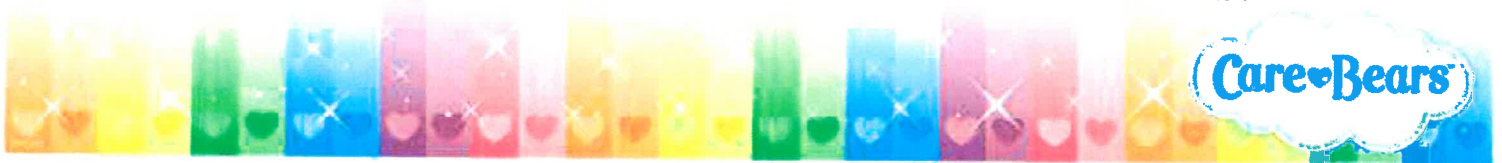
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PT0239-CB-15-1



PT0240-CB-15-1



CGI Patches & Patterns



GP0229-CB-15-1-CGI



GP0230-CB-15-1-CGI



GP0231-CB-15-1-CGI



PT0235-CB-15-1-CGI



Poses



CA0350-CB-15-1



CA0351-CB-15-1



CA0353-CB-15-1



CA0352-CB-15-1



CA0354A-CB-15-1

Care Bears



Grumpy Bear™

Grumpy may be a bit of a grouch, but his grumpiness reminds us that it's okay to be grumpy sometimes—as long as it doesn't last too long. Grumpy Bear's tummy symbol—a rain cloud with falling hearts—is a reminder that even when we're less than cheery, we are still loved by those closest to us.

Copy Suggestions

Loveable Grump
I woke up like this.
Grin and bear it!
Care-ful, I'm grumpy!
#reallyasoftie
Hug with care.
I need a hug.
This is my happy face!
A hug a day keeps the
grumpies away!

Color Palette

Hip Heart:  PMS 186

Body:  PMS 279
Fill Color

 PMS 286
Outline Color

Mouth:  PMS 184
Tongue

 Black

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Care Bears



Poses



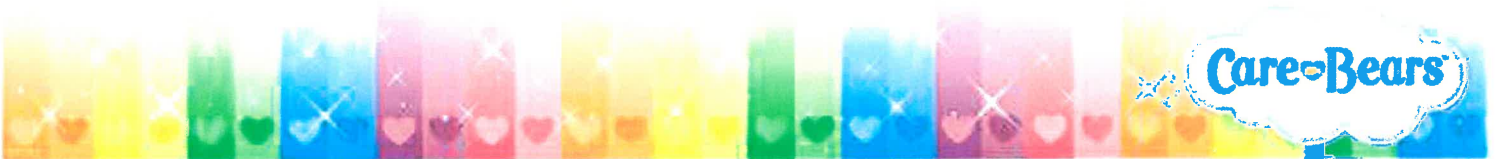
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CA0198-CB-15-1



CA0199-CB-15-1





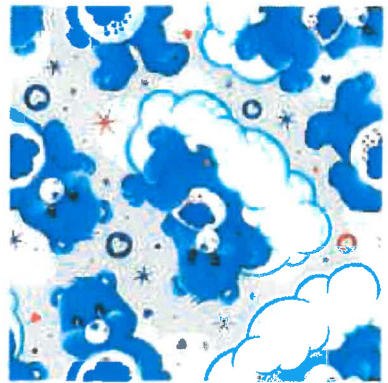
Patterns



PT0208-CB-15-1



PT0209-CB-15-1



PT0210-CB-15-1





Patterns



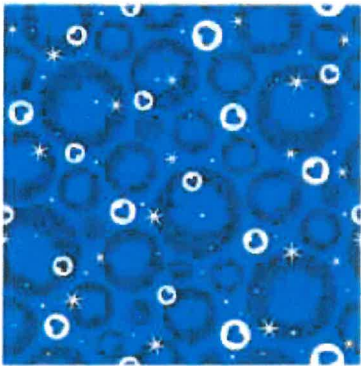
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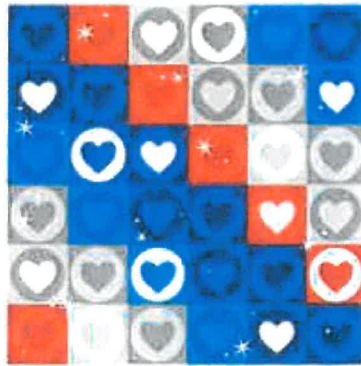
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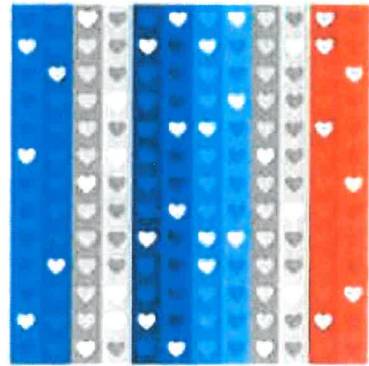
PT0216-CB-15-1



PT0217-CB-15-1



PT0218-CB-15-1



PT0219-CB-15-1










Laugh-a-lot Bear™

Laugh-a-lot Bear is the silliest Care Bear who can turn normal life situations into lots of laughter for everyone around. Her belly badge describes exactly who she truly is—a star at giving others the giggles!

Copy Suggestions

Live. LAUGH. Love.
Laughter is the best medicine!
ROFL (Rolling on the floor
laughing)
Laugh out loud.
#gigglefit
Got the giggles.
I (heart) laughing
Get silly with it!

Color Palette

Hip Heart:  PMS 186
Body:  PMS 1375
Fill Color
 PMS 179
Outline Color
Mouth:  PMS 184
Tongue
 Black

*This profile page shows the PMS color version of this bear for limited color printed product. Identical poses exist in CMYK for full color printing. If you are creating dimension of product please refer to the 3-D Guidelines for color and construction.

Care Bears



Poses



CA0361B-CB-15-1



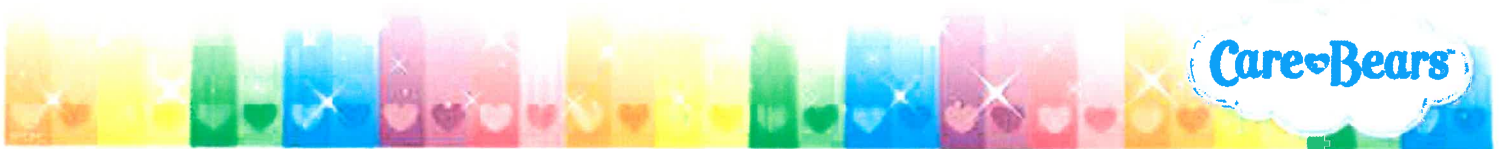
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CA0362-CB-15-1



CA0363B-CB-15-1



Poses



CA0247-CB-15-1



CA0248-CB-15-1



CA0250-CB-15-1



CA0249-CB-15-1



CA0251A-CB-15-1

Care Bears

Graphic Patches



GP0256-CB-15-1



Care Bears



Patterns



PT0251-CB-15-1



PT0252-CB-15-1



PT0253-CB-15-1





Patterns



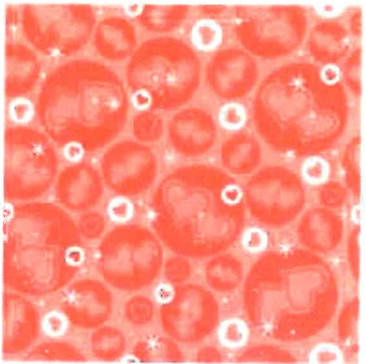
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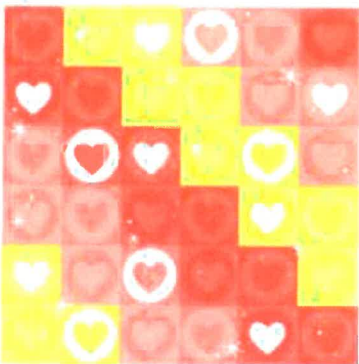
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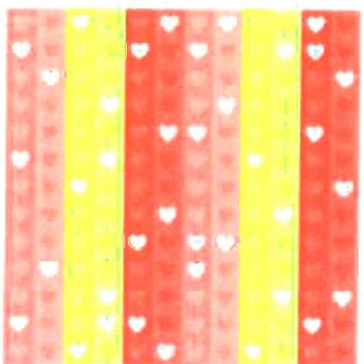
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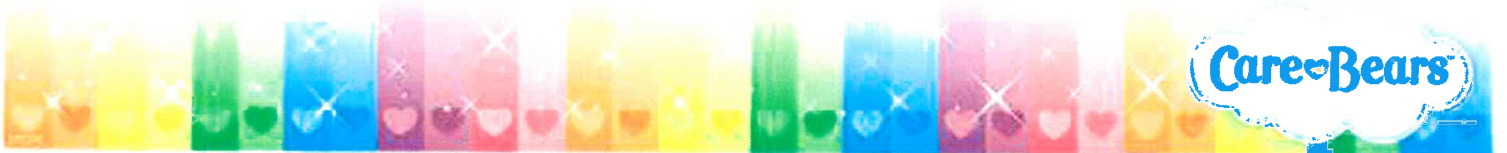
PT0260-CB-15-1



PT0261-CB-15-1



PT0262-CB-15-1





Secret Bear™

A naturally good listener, Secret Bear is that special kind of faithful friend who you know will keep your secrets safe. Even her belly badge says, "your secret's safe with me" – It's a heart-shaped lock!

Copy Suggestions

Tell Me a Secret
Count on me!
Want to know a secret?
Leave it to me!
Top Secret
Psssst!
The secret to fun is friends!
Secret Keeper

Color Palette

Hip Heart:  PMS 186
Body:  PMS 212
Fill Color
 PMS 215
Outline Color
Mouth:  PMS 184
Tongue
 Black

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Poses



CA0382B-CB-15-1



CA0384A-CB-15-1



CA0383-CB-15-1



CA0384B-CB-15-1

Care Bears



Poses



CA0364-CB-15-1



CA0365-CB-15-1



CA0367-CB-15-1



CA0366-CB-15-1



CA0368A-CB-15-1





Share Bear™

Need something? Anything? If Share Bear has it, she'll share it! Carefree and loving, Share is happiest when she's with her friends – or baking! She loves sharing so much that she shows it with her belly badge – two heart-shaped lollipops!

Copy Suggestions

Sharing is caring!

I (heart) sharing!

Sweet as Sugar!

Sweetness counts!

#carefree

Share a smile

#shareyourcare

Color Palette

Hip Heart:  PMS 186

Body:  PMS 265
Fill Color

 PMS 268
Outline Color

Mouth:  PMS 184
Tongue

 Black

*This profile page shows the PMS color version of this bear for limited color printed product. Identical poses exist in CMYK for full color printing. If you are creating dimensional product please refer to the 3-D Guidelines for color and construction.

Care Bears

Poses



CA0277B CB 2015



CA0278 CB 2015



CA0279A CB 2015



CA0279B CB 2015

Care Bears

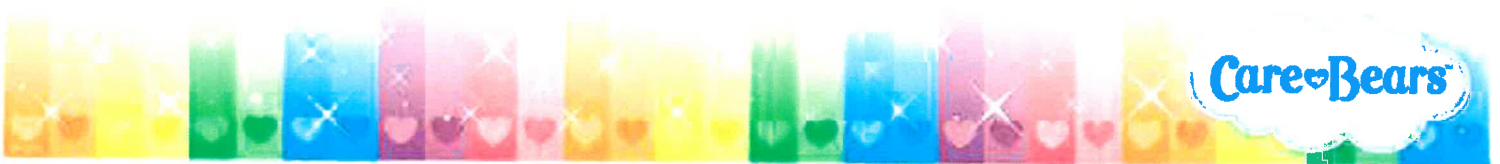


Graphic Patches



GP0283 CB 2015

GP0284 CB 2015

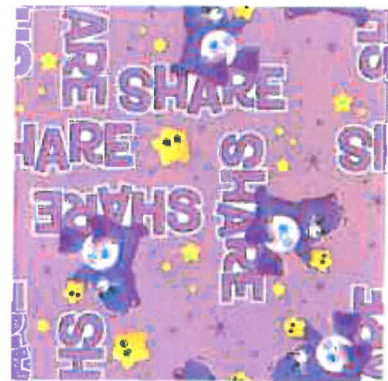




Patterns



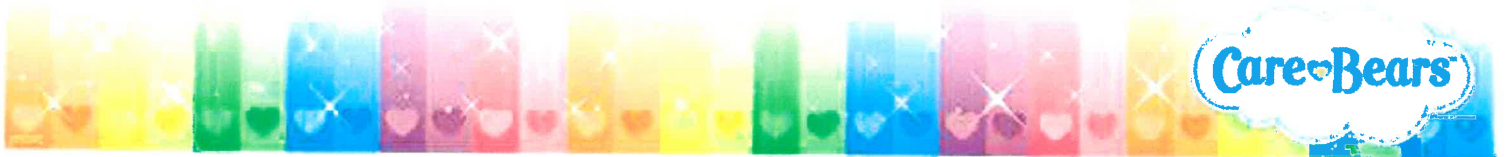
PT0288-CB-15-1



PT0289-CB-15-1



PT0290-CB-15-1





Patterns



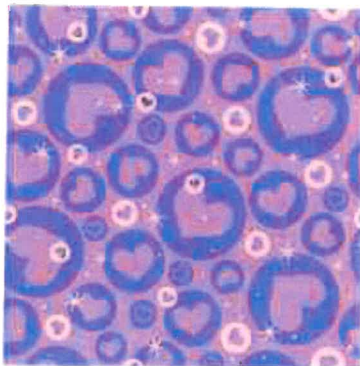
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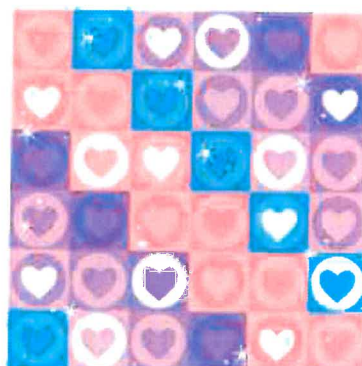
PT0295-CB-15-1



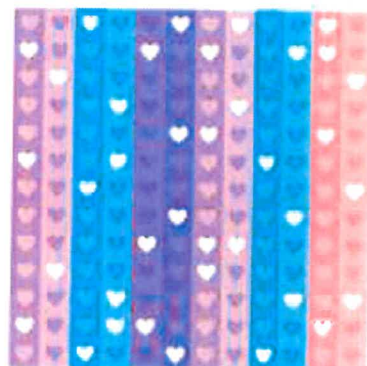
PT0296-CB-15-1



PT0297-CB-15-1



PT0298-CB-15-1



PT0299-CB-15-1





Sweet Dreams Bear™

Sweet Dreams Bear wants you to have the best mornings by making sure you have the happiest dreams at night! That's why she wants you to rest just as pleasantly as her belly badge shows—a drowsy moon drifting off to dreamland.

Copy Suggestions

Sweet Dreamer!
Sleeping Cutie
Life's a dream!
Pajama Party!
Follow Your Dreams!
Sleep tight!
Dream On!
Dream Team

Color Palette

Hip Heart:  PMS 186
Body:  PMS 2635
Fill Color
 PMS 2665
Outline Color
Mouth:  PMS 184
Tongue
 Black

*This profile page shows the PMS color version of this bear for limited color printed product. Identical passes exist in CMYK for full color printing. If you are creating dimensional product please refer to the 3-D Guidelines for color and construction.





Poses



CA0389B-CB-15-1



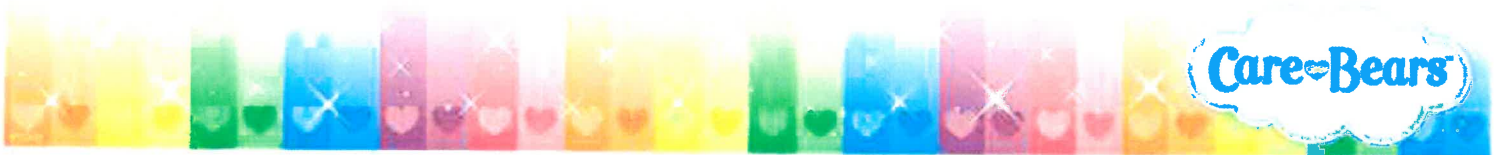
CA0391A-CB-15-1



CA0390-CB-15-1



CA0391B-CB-15-1





Poses



CA0300-CB-15-1



Graphic Patches



GP0307-CB-15-1



GP0309-CB-15-1



GP0308-CB-15-1

Care Bears



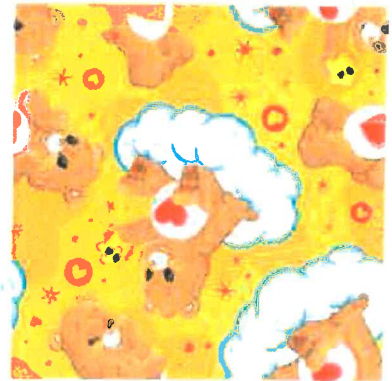
Patterns



PT0313-CB-15-1



PT0314-CB-15-1



PT0315-CB-15-1





Patterns



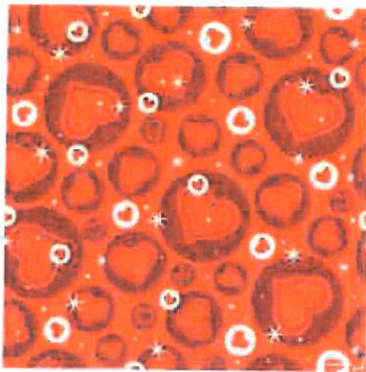
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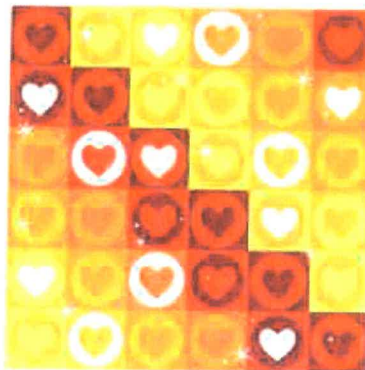
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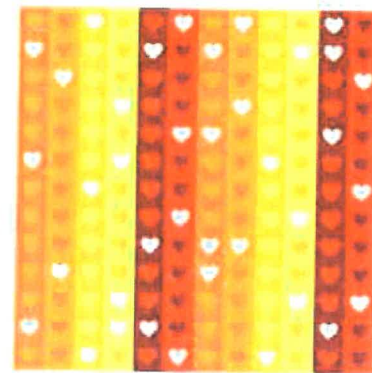
PT0321-CB-15-1



PT0322-CB-15-1



PT0323-CB-15-1



PT0324-CB-15-1






Wish Bear™


Wish Bear likes to make wishes come true and believes there's nothing in the world that a wish can't help. She's a special kind of dreamer, too, because even when wishes don't come true, she still thinks wishing is a lot of fun! Wish Bear shows this with her belly badge—a smiling shooting star.


Copy Suggestions


I wish I may!
#believer
Star Light
Wish big!
Sweet Wishes
Make a wish.
Dreams really do come
true!
Believe in U!


Color Palette

Hip Heart:  PMS 186

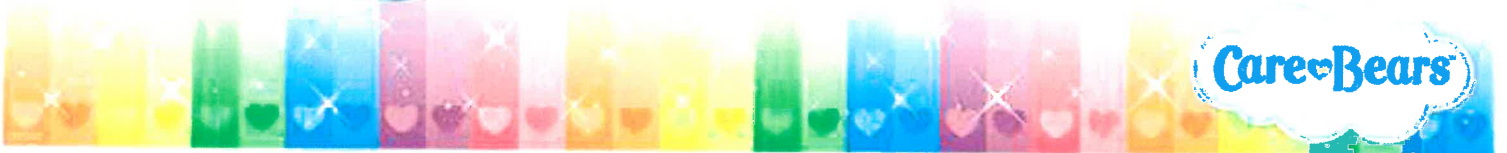
Body:  PMS 319
Fill Color

 PMS 321
Outline Color

Mouth:  PMS 184
Tongue

 Black

*This profile page shows the PMS color version of this bear for limited color printed product. Identical poses exist in cmyk for full color printing. If you are creating dimension-of product please refer to the 3-D Guidelines for color and construction.





Poses



CA0329B-CB-15-1



CA0331A-CB-15-1



CA0330-CB-15-1



CA0331B-CB-15-1





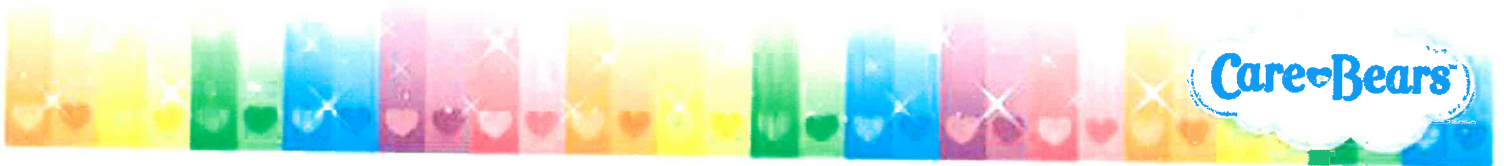
Graphic Patches



GP0335-CB-15-1



GP0336-CB-15-1





Patterns



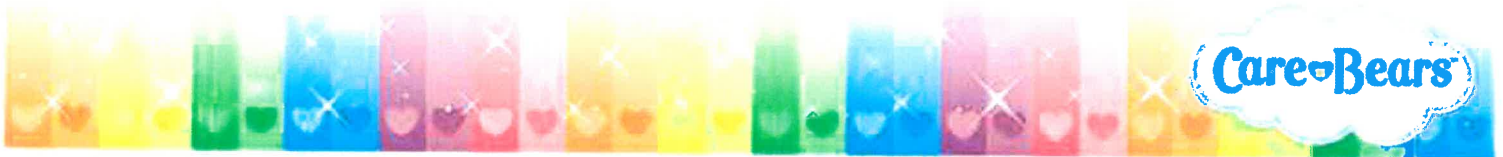
PT0341-CB-15-1



PT0342-CB-15-1



PT0343-CB-15-1



CGI Patches & Patterns



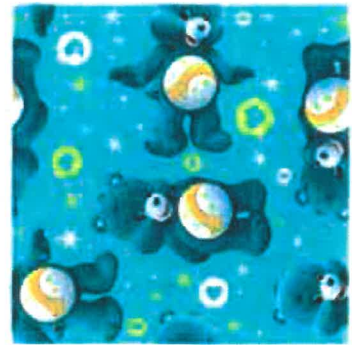
GP0334-CB-15-1-CGI



GP0336-CB-15-1-CGI



GP0335-CB-15-1-CGI



PT0338-CB-15-1-CGI

Care Bears